Digital Identity Score Decision Tree

**Digital Identity Score:**

The Digital Identity Score is a numerical representation of a user’s digital identity. A person may have a maximum of 850 Points. Points are deducted from the total score based on several red-flags that the application will use as a criterion when analyzing the posts and pictures of a user. Each red-flag has a weight attached to it based on research on what employers look for during their candidate research and which types of content will most likely cause a candidate to be disqualified. Lastly, the score for each red-flag will take into account the user’s percentile rank in relation to other users. Therefore, users who have more red-flagged content compared to other users will be penalized more.

**Digital Identity Score Formula:**

=Sum {850\*(Red Flag Weight %)\*(Percentile Rank)} for **each** red flag criteria

**Red-Flag Variables:**

1. Content about drugs (Weight: 40%)
   1. Posts and pictures that refer to any major illegal drugs (cocaine, heroin). Most employers will disqualify a candidate for having such content in his/her social profile.
2. Content with Violence (Weight: 20%)
   1. Posts and pictures that refer to acting violent or promoting violent behavior.
3. Content with Alcohol (Weight: 20%)
   1. Posts and pictures that have alcohol-related content.
4. Content with Profanity (Weight: 10%)
   1. Posts and pictures that use profanity.
5. Aggressive Content (Weight: 10%)
   1. Posts that have an aggressive tone that employers may be put off by.

